

FTS COMMERCE-ITA-1

Moderator: Kate Sigler
June 27, 2008
12:00 pm CT

Kate Sigler: Good afternoon. As the designated Federal Officer I'd like to take a roll for this meeting of the Manufacturing Council

Fred Keller. Fred, are you on the line?

Kellie Johnson.

Kellie Johnson: Present.

Kate Sigler: Peter Kamenstein.

Peter Kamenstein: Present.

Kate Sigler: Dean Bartles, Jim McGregor, Mike Nowak, (Jason Speer).

Jason Speer: Present.

Kate Sigler: Ed Voboril. Della Williams.

Della Williams: Present.

Kate Worthington: Fred, would you like to begin?

Coordinator: Excuse me, this is the Operator. I would like to inform all participants that this conference is being recorded. If you have any objections at this time you may please - you may disconnect.

Ma'am, you may begin.

Caroline Swann: Great. Thank you.

Fred, are you on the line?

Caroline Swann: We seem to have lost Fred. He was with us earlier, but hopefully he will be able to join back on the call.

I - this is Caroline Swann, the Director of the Office of the Advisory Committee. I'm going to go ahead and turn it over to Woody, who in the agenda had some welcoming remarks. So Woody, why don't we go ahead and start with you and hopefully we'll get Fred...

Fred Keller: Caroline...

Caroline Swann: Oh.

Fred Keller: ...they had me offline. I don't know why, but I'm sorry, I was on then they took me off, so.

Caroline Swann: Oh. We're glad you're back Fred. We missed you.

Fred Keller: Yeah. Well, I guess you've called the meeting to order and we're ready to hear from Woody, please tell him that.

Woody Sutton: Well, good afternoon and thanks Fred for your leadership and turning the floor over to me. But at this point, since this is the first new business meeting of this charter term, I want to quickly review some important points regarding your participation in the Manufacturing Council and for some of you who are brand new to the Council, I want you also to know that your Council has been rechartered until 2010. So you all are in place until the spring of 2010.

And at the end of this Administration, the Council will continue to advise the acting secretary or whoever - whichever designated official is designated to take the secretary's responsibilities here until the new secretary is in place. And with that in mind I want to mention two other names for you, Patty Sefcik and Terry Labat.

Patty is the Senior Director within our manufacturing section here in Manufacturing and Services. And Terry is our Senior Policy Advisor who - she provides policy continuity to the Assistant Secretary for Manufacturing and Services.

Now, Patty is not with us today, but Terry is here on the line and we're glad to have her with us. Both Terry and Patty will be here in the next administration, they're both Civil Servants and will serve as the programmatic points of contact. Of course, you'll still have your regular contact with the Office of Advisory Committees which will coordinate our meetings. And of course, these folks will all be here long after the current political appointees have departed.

And I also want to take this opportunity to remind you of your role on the Council. As a member you are here to advise the secretary on challenges facing manufacturers and advise him on ways to ensure continued US competitiveness.

And when you're in the Council it's much like when you serve on a board of directors, you have the same fiduciary responsibilities of care and obedience and you represent your industry, not just your company, you represent your entire industry and you should take off your company hat and put on your industry-at-large hat.

This meeting and most of our meetings are public meetings and are compliant with the Federal Advisory Committee Act or the FACA regulation. And so in this meeting and in any of our public meetings, you may provide advice and recommendations, as has the whole Council on this call today. And with all this in mind, those are all the - excuse me - administrative remarks. Now, I want to update you on some of our recent activities that we have been doing here and then Terry and I will brief you on Manufacturing 2040.

Last month I traveled a great deal and the - seemed like the number 1 topic all around, in all the places I visited, were - the main topic was the state of manufacturing and adapting in the global marketplace. I've also participated in numerous roundtables and a lot of them had a wide range of participants that spanned the entire Manufacturing and Services portfolios. I've met with manufacturers, with chambers of commerce, with economic development organizations, and I've also had several meetings in tourism and services related areas.

I delivered the keynote speech at the Industry Week Best Plants Conference back toward the end of April and Industry Week, in that particular conference, recognizes plants that are on the leading edge of efforts to increase competitiveness as well as to create stimulating and rewarding environments for the customers and employees. And during that conference, I also participated in the energy efficiency of the competitive advantage breakout session which was sponsored by Johnson Controls, a very good session on sustainable techniques. And also during the trip I participated in a roundtable with local manufacturers and service providers and educators at the Milwaukee School of Engineering, so that was a pretty jammed-pack trip.

On a trip down to Palm Coast, Florida, I delivered the keynote address to Kitchen Cabinet Makers Association and, of course, they are really into sustainable manufacturing. And Matt Howard, from our staff here, is going to brief us on our sustainable manufacturing initiative later on in the program today. And while I was down there I sat on a really diverse roundtable pulled together by the Daytona Beach CVB, the Convention and Visitors' Bureau, that included not only the tourism industry, but as you all know there's a very active manufactures' association in that part of Florida primarily supporting our - supporting the space effort.

And I was up in Michigan toward the end of last month visiting Haworth, which is a leading supplier of office furniture. The faculty was opening a new building, which was a model of sustainability in building, and they're a prime example of the US firm that has demonstrated that being environmentally sustainable can also mean being profitable.

I gave remarks at the opening of their new building, and it showed how in 60 years - the company was displaying how in 60 years they've grown to become a global leader in the office furniture industry, but by utilizing leading

designers and leveraging of the evolution of globalization but it has main - remained loyal to Holland, Michigan with a great partnership - public/private partnership there - with a local government and they have their headquarters still there.

And while I was up there, of course, Fred hosted me over to manufacturer's round table at his facility in Grand Rapids where we met with about 15 different Michigan manufacturers. And we also met with staff representatives from Congressman Eller and Congressman Hoekstra offices; they were there to listen to the interaction we had. We discussed a lot of the hot issues that manufacturing services is engaged in right now, including 2040 and sustainable manufacturing.

So with that, that concludes my administrative remarks on rechartering of the Council and kind of a little status report on what I've been up to recently out on the road. And with the approval of the Chairman, Fred, if it's okay with you, I'd like to just move right on into discussing Manufacturing 2040.

Fred Keller: That sounds like a good plan.

Woody Sutton: Okay. And I'm sure as some of you already know, some of you have been participating in 2040 project, it is a public/private partnership and it is - it was started by Manufacturing and Services to press our vision out into the future and the look at the future competitiveness the way the globalization is evolving and that our service oriented and knowledge-based economy is moving.

The first step was to research and analyze what manufacturing might face as globalization evolves and we selected this concept of manufacturing 2040 to help focus our discussion. We picked a group of manufacturers, trade

associations, active emissions, some educators and some federal government folks to - brought everybody together with a facilitated meeting to discuss different scenarios that manufacturing would face, both from the economic perspective, social perspective and political environment that we might operate in between now and 2040.

Since then we've had two conference calls that have worked on identifying roadmaps, next steps, and priorities, and basically the roadmap focuses on messaging. What was decided at the last conference call we had was that 2040 is not a specific program, it's not a product. I mean, you know, of course everybody wants to know, "Okay, what's Manufacturing 2040?" Well, we don't have an answer to that. It's going to be a living, breathing concept and (Teri)'s going to talk a little bit about the details on our way ahead here, but the messaging becomes one of our great priorities. And the idea is to create a sticky and unified cohesive message that can communicate the new image of manufacturing and the need to address the challenges that we predict in these various scenarios.

Other aspects of the roadmap focus on the challenges that you all see everyday that, you know, what skills the workforce will need and how do we teach to those skills? And it was very interesting in our first conference that almost every breakout session and every topic revolved back to education and workforce in some form - shape or form.

The next piece would be infrastructure and you all deal with those issues everyday. The third, energy sources, available, what cost, what - how the environment is affected.

The fourth aspect, how do we stimulate innovation and - which is obviously the key to competitiveness, and it is our American strength. We constantly

talk about our bottoms-up approach to managing these issues and not a top down directive from the government, but a bottoms-up from industry. And of course, that's what our concept here in Manufacturing and Services is all about. We're hoping that our next Manufacturing 2040 meeting or when we get together the participants, we'd like to do it in conjunction with one of your Council meetings, and I'll talk about that a little bit later on in the program.

So I want to turn the floor over to Terry, Terry Labat who's our Senior Policy Advisor here, as I said earlier, to talk about some of the items that have come forth from our 2040 initiative.

Terry.

Terry Labat: Thank you, Woody. As we said, the various participants in the Manufacturing 2040 partnership that discussed several steps that can help manufacturers address these challenges will affect the future of manufacturing. And one of the most critical steps is to develop that unified cohesive message that will thicken the imagination of the public and private - public officials as well as manufacturers and service providers, and hopefully will galvanize all of those to action.

At a conference call earlier this month, the participants stated that manufacturers and academia must work together to show the positive image of manufacturing and the challenges they need to address. Manufacturers and non-governmental groups will work together, it was decided, and possibly pooling funds, but use the experts to develop and implement a multi-message, multi-strata and mass media campaign. It was felt that this type of approach is necessary to get the message out in a unified fashion.

It was also felt that it was the responsibility of the private sector, rather than the government to do this - to accomplish this step. However, we should note too, once the message is determined, that we in the government would be able to call on that and also put forward those concepts.

A second step is that Manufacturing Services here at Commerce will develop a Manufacturing 2040 portal, and that's intended to be a one-stop shop that will allow all participants and the public to access information on Manufacturing 2040. For a start, we plan to post the 2040 background the trails, such as a conference or report on the workshops that have been held and some of the information on the conference calls and the ideas and discussions.

Once those are up, we also hope to link to other government sites and to the private sector that will help stimulate the national debate on 2040. The portal, we hope, will be kind of a super blog, something that will generate discussion among all of the participants. We want it to be vibrant; we want it to be living, just like the public/private partnership. And we also want to tailor it to the various interests of all the different groups that might be interested, like small and medium-sized enterprises, educators, community leaders, etc.

A third step is that we here in Manufacturing and Services will call on our colleagues and the Inner Agency Working Group on manufacturing competitiveness. This is a group established through the Manufacturing Report in 20 - in 2004. That Inner Agency Working Group is going to help us furnish the knowledge and expertise in the ideas in the federal government that can have a positive impact on the work toward 2040. Some of the members that are a part of that group include the Department of Energy, EPA, and we're able to call on lots of other agencies too as the need arises. A current example of the IWG's focus on this area is the same old manufacturing that Matt will talk about in just a few minutes.

Another step is that - was mentioned by the private sector members, and many of the members on the conference call, and that is it's important to bring this message about 2040 to the attention of the Presidential candidates and to get their support; and the private sector will focus on this step, obviously, in the near future.

And finally, but critically, we in the state government intend to seek advice from this Council on the policy implications of Manufacturing 2040. We don't expect this phase to begin immediately, but once the issue is voted upon we will seek the advice that you can provide us. These steps will be flushed out further in the meeting that Woody talked about in Washington on July 23, and we'll talk about in a few minutes.

Thanks, Woody.

Woody Sutton: Okay. Thanks, Terry. As she was wrapping up, I hope you all picked out of her presentation what your role or the way we envision you all as, you know, I see you as our Manufacturing Board of Directors, basically. I mean we manage this department by squeaky wheels; and obviously the way we see you all participating in our Manufacturing 2040 concept is as the steering committee helping us guide the participation that we have.

Again, it's a public/private partnership and that you all will help us guide and provide the oversight - help us with which scenarios, what policy, activities, what type of rollout concept of any information or any eureka moments that occur. And that you all will be that kind of board of directors, if you will.

So that basically concludes my presentation of the Manufacturing 2040 project. Fred, so we'll turn the floor back over to you.

Fred Keller: Thanks very much, Woody. I think it - that most of us are hearing all of this for the first time. I think we probably should agree that we will cover these in more depth at the next public meeting, but certainly we can have some comments from the floor now.

Any thoughts from Council members?

Woody Sutton: Well, I - this is Woody again, Fred. As you know, you have - and from our last meeting - the two working groups. One - and then we've received volunteers for both...

Fred Keller: Yeah.

Woody Sutton: ...both working groups that will fit and obviously the two working groups, once you've determined the chair, can...

Kate Sigler: We're waiting on approval.

Woody Sutton: ...we're waiting on approval for that. Okay. I'm...

Fred Keller: Yep. Yep. We're waiting on approval for the chair...

Woody Sutton: ...we're waiting on approval. All right. I got it. We're waiting on approval for the chair. The two working groups can - I'm glad I have my supervision here.

Fred Keller: Oh, that's good. I mean, the point being that, yes, we'll be diving into these in more detail as we form these groups, hopefully, we'll hear soon on the approval for the chairs, get that going, call a meeting. But are there any thoughts that you've had time to think about - Council members - about this

initiative, and we'll hear in a minute from Matt on the sustainable manufacturing side, but in terms of the 2040 any thoughts?

Jim McGregor: Fred, this is Jim McGregor.

Fred Keller: Yeah, Jim.

Jim McGregor: I really like the concept of somehow briefing the Presidential candidates. I'm not quite sure how the Council will go about doing that, but I think it's very important that the Presidential candidates understand the magnitude of Manufacturing in America. And how important it is from a small manufacturer all the way up to a large manufacturer?

And that they totally understand as much as they can the importance of the economic benefits that Manufacturing in America brings, not only to the US, but also to each community that we all participate in from the tax base we cover and everything that we're involved in; whether it be donations to the community or the employment or the whole magnitude manufacturing plays in the economic sector in the US economy.

Fred Keller: That's a good point. And I suspect that we're going to be hearing from our folks on - in the - in Commerce that we're going to have restricted somewhat in terms of what we can do it from a lobbying standpoint as a Council. So it's a matter of what we do privately in that, is that what you're going to tell us?

Jim McGregor: Pretty much so, Fred, but that's not - that doesn't preclude us in working with our - with the whole concept on basically presenting our views and then presenting it to the public for debate. And of course, obviously, one of our key private sector participants in the whole process is the National Association of Manufacturing, the NAM and the NAM Institute, and also the (unintelligible)

all those are all, obviously, big representatives of manufacturing and they have their own, obviously, their own legislative and lobbying agenda.

Yeah, but they can work. And of course, this is - they will be, obviously, participating in all of our activities and messaging because they represent such a great portion of the manufacturing in America.

Fred Keller: So let's talk just a little bit more about the messaging and how that gets done. I mean, the - your point being that NAM, obviously, has the ability to get this word out and we're - they're a huge organization that has all kinds of tentacles everywhere into the legislative process and what not, but the - what role would - could we play as a council, in terms of, honing that message or picking segments of that message or what could we be doing?

Kellie Johnson: Well, Fred, this is Kellie and I just wanted to, first of all, say that I completely agree with what Jim said and that when we look at the messaging for Manufacturing 2040 I think it's a two-pronged approach. We have a long-term strategy that where it's a multi-message, multi-strata mass media campaign and that's going to require some kind of fundraising in the private sector to really - and working with professionals - to really craft the message that we want to get across.

But going back to what Jim was saying about the Presidential campaign, we have a very short-term window of about a month - to get on their agendas, to really stress the importance of manufacturing and I think the Manufacturing 2040 working group out of the Council needs to advise the larger 2040 group that we need to react and - I mean, to the underlying messages we need to act now. And so somehow our advice to that group is, how do we craft a message and what's the most expedient way to get it out and to get on these candidate's agendas?

Fred Keller: So is this all done remotely, or is this something we can do directly? Can we get...

Kellie Johnson: Oh, they're having a meeting on the 23rd the larger Manufacturing 2040 Group and my...

Fred Keller: Right.

Kellie Johnson: ...our advice to them is, need to get a message out, a short, you know, get our short-term plan going now as we start developing the long-term message.

Fred Keller: So that sounds perfect. The additional question is, can we - are we allowed or can we, as a Council, ask for the attention of the candidates?

Woody Sutton: No.

Fred Keller: No.

Kellie Johnson: Oh, but the manu- I believe the Manufacturing 2040 Group could. And my role - my - all I'm saying is that we should advise that group to get a message quickly.

Fred Keller: Right.

Kellie Johnson: As we're developing the, you know, multi-strata, mass media campaign.

Fred Keller: Does that work Woody?

Woody Sutton: Absolutely, through the NAM. Manufacturing 2040 itself, again, it is not an entity; it's a concept.

Kellie Johnson: Right.

Fred Keller: But it will be resident in our - on our Web site. So it's a - it's basically a government managed. The NAM will be the - would be the primary vehicle in the political environment to carry forth any messages that we, as manufacturers in general, come up with; that's the kind of concept of operations.

So the - several vehicles that the NAM can use and then there are also vehicles that we can use to - on a government basis - to put information out as, you know, in the education forum. And so that - it's kind of both sides of that, but we just have to be as an entity, you all, as a Manufacturing Council who report to the Secretary and us as government entities just have to be careful how we separate the responsibilities here.

Now, we're going - and I'll talk about this a little bit later on, but we're planning on integrating you all into the day that Manufacturing 2040 Working Group is here on the 23rd of July.

Jim McGregor: Fred, I think using NAM is fine, but I think we also need to pull in other associations like the plastics, the metal forming, the steel, the - whatever they are; associations nationally. And then I think in some of the larger manufacturing states, there are very well organized statewide associations that are directly drilling down to the small, medium and large manufacturers in each of these heavily industrialized states.

So I think NAM plays an important role, but I think we'd be remiss if we left out the national and statewide associations. I think they need to be involved in the very beginning.

Della Williams: I agree.

Fred Keller: That would be great. How can we get - how do we get that organized?

Jim McGregor: Well, I mean, in Ohio I'm chairman of that association; and I know from the president of the association that works at - he's got a group of other statewide association presidents that he works with through - during the year. So, you know, and I think NAM has - I forget the name of the term - but they have like association council or something that they pull together; they're the plastics, and nuts and bolts, distributing, steel, metal formers.

I think they've got an internal working group of those national associations. So I think it's - I think that could be pulled together pretty quickly because I think these groups would be very happy to see someone doing this.

Kellie Johnson: You're absolutely right, Jim. I think it's called like, the Allied Association. I mean, so it's all the statewide associations that are a part of the NAM and the person that shares that is Jack Stewart and he's the President of the California Manufacturers and Technology Association.

And I've recently joined his board, and I presented the concept of Manufacturing 2040 at the board meeting last week. And I think you're absolutely right that there could be great synergy that we could build upon by using those state associations and other industry associations.

Fred Keller: So are you proposing that we have some sort of a national affiliation of all of these or a coordinated affiliation of all these?

Kellie Johnson: That would be a great idea.

Jim McGregor: Yeah, a coordinated affiliation.

Fred Keller: How does that look to the Department of Commerce? Is that something we can do legally?

Woody Sutton: Not us, but again, Fred, the activity within the NAM about which Jim and Kellie were talking is the Council of Manufacturing Association, that's 225 manufacturing associations.

Fred Keller: Okay. Okay.

Woody Sutton: Dave Assilen is the Executive Director of that. I am knowledgeable of it because I was the first Vice Chairman of that and was in line to be the Chairman of that organization when I left ARI and came over here to Commerce. So...

Fred Keller: Okay.

Woody Sutton: ...that is a very active group and it is directly one of the - it is one of the subordinate elements to man. And then on the - in the other allied states associations NAM also has an office which manages the relationship with all of the different state associations. So those are two great ways that the NAM and - Emily DeRocco is our...

Fred Keller: Yeah.

Woody Sutton: ...is the President of the NAM Institute who is the key participant on the NAM side, and we'll be able to engage those aspects of the NAM and get direct connectivity with those other - with those groups you - that you all were just talking about.

Fred Keller: Yep. So I guess the nature of that is we should participate individually, but as a Council we - we're not going to be able to coordinate something.

Woody Sutton: Right. You got it.

Fred Keller: And it makes sense, Jim and Kellie?

Kellie Johnson: Yes.

Jim McGregor: Yeah, but can we make sure that NAM coordinates it for us?

Woody Sutton: Well, of course, I mean you - yes, we'll - we stay very closely connected and exchange information with them frequently; and you all, obviously, those of you who are members - and, in fact, some of you are on the board - make sure that they're getting that word.

Kellie Johnson: Right. And one thing we may want to think about is the next NAM board meeting, I believe, is the beginning of October, it might be a good chance for Manufacturing 2040 to be presented there as well.

Fred Keller: Great idea, Kellie. I'm available.

Jim McGregor: But I think it'll be important to see if we can't get as much participation at this July 23 meeting.

Fred Keller: You bet.

Kellie Johnson: Yep.

Fred Keller: Oh, okay. So the July 23 meeting we probably want to include - ask Emily to include the key people from NAM.

Kellie Johnson: Yes.

Jim McGregor: And the other associations.

Fred Keller: Right.

Jim McGregor: Okay. So the sooner these people are involved, the less we've got to keep going back to communicate what we're trying to do. And what I like about it is they all have - their finger on the pulse of their industry, so they can bring data to the working group very quickly on what their association members bring to the table in regards to manufacturing from a statewide national level.

Fred Keller: That sounds good. If that's all legal, let's do it. All right. Any other comments before we move onto the next one?

Good. Let's go onto Sustainable Manufacturing and to Matt.

Matt Howard: Well, thank you Fred, and thank you Woody, and thank you to the broader Manufacturing Council for putting this very important issue on your agenda today and that's Manufacturing and Service's Sustainable Manufacturing Initiative.

We have a - some limited time here today, so before I give you an overview of this initiative I definitely wanted to point out for you all that we have a Web site and on this Web site, our Sustainable Manufacturing Initiative Web site, you will find all the information you need to know about this initiative, including everything that I'm going to cover here today.

So let me just point you towards that Web site before I get started. You can find it from manufacturing.gov and then on the main page on manufacturing.gov you'll see an icon in the upper right hand corner, it has a green recycling arrows and says Sustainable Manufacturing. Click on that icon and that'll take you right to our Web site.

And it's important, not only because, like I said, we have all of the information that I'm going to cover today on that Web site, but it's a dynamic Web site. We keep it updated it's a living breathing Web site. And there's also an email list serve on the Web site, which you can sign up for free and get free updates about all the major news going on with our initiative.

So with that, let's get into our initiatives. First, I think I need to define for everyone here, for purposes of our initiative, what we mean by sustainable manufacturing. And for this initiative sustainable manufacturing is defined as the creation of manufactured products that use processes that are non-polluting, conserve energy and natural resources, are economically sound and safe for employees, communities and consumers.

Now, that's pretty broad; and at the Department of Commerce, as we started noticing this phenomenon in the private sector and we're making a determination whether or not there needed to be any involvement from us, we wanted to make sure we brought a Commerce and specifically a Manufacturing and Services angle to sustainable manufacturing.

In other words, how can we help ensure competitiveness and profitability for a US firms who are engaging in sustainable manufacturing processes? And as Woody likes to say, “International Competitiveness starts at home.” And this is one of those areas where we grow our competitiveness at home and can become global leaders in the area of sustainable manufacturing.

Now, there are two broad goals for our initiative. First, we want to identify what US industries most pressing, sustainable and manufacturing challenges and needs are. And second, we want to coordinate public and private sector efforts to address these challenges and needs.

But we don’t want to make this up, you know, we wanted this to be a demand-driven initiative, a demand-driven event. And so in that regard, back in 2007, we started consulting with experts in the building, sent out a federal register notice to get public input, and decided really the best way forward on sustainable manufacturing was to have a conference. And essentially it was a big feedback session, a roundtable session where we had about 70 to 80 participants from trade associations in Washington, private company reps, other representatives from other federal government agencies involved in the area of sustainable manufacturing.

And essentially what we achieved at this conference was, yes, we heard there was a need for Commerce involvement and there was a need for national leadership in the area of sustainable manufacturing. And we also heard, and which is what I really think was unique about this particular event back in September of 2007; we also worked with those participants at that event to identify four tangible next steps that we could take in regards to our sustainable manufacturing initiative. And those next steps are, and I’ll briefly

run through them, but first I want to enumerate what the next steps are that were identified at that conference.

The first thing was an establishment of an inner agency task force on sustainable manufacturing. The second thing was the creation of the central online clearing house of US government programs and resources that support sustainable business practices. The third item was this idea of regional tourist to promote sustainable manufacturing; and this is a very interesting idea and I'll explain this a bit in a second. And lastly, we heard for a call for the creation of voluntary metrics to measure sustainable manufacturing to try and quantify this phenomenon.

So backing up to the first point - the creation or the establishment of an inner-agency task force in sustainable manufacturing. Assistant Secretary Sutton essentially established a subcommittee for sustainable manufacturing underneath the inner-agency working group on manufacturing competitiveness. And so it is through this subcommittee that we are going to implement, at the government level, the other next steps that were identified at that September conference back in 2007. And this subgroup held its inaugural meeting in April of 2008, and we had a wide federal representation of agencies in attendance.

We had Commerce, of course, the Environmental Protection Agency, Department of Energy, the State Department, Treasury, CEQ from the White House, Waiver, Justice, so all the major players were there. And that subgroup agreed that they would, in fact, provide inner-agency supports to implement the sustainable manufacturing initiative.

So the first thing that the subgroup is implementing is this idea of creating a online clearinghouse of US government programs that support sustainable

business practices. This is a bit more daunting than it sounds. EPA and the Department of Energy alone have very many programs that businesses can use in their sustainability efforts.

And the first thing we really need to do to create this clearinghouse, because what we really heard at the conference was, you know, from the private sector point of view, it's very difficult navigating through all of these Web sites and trying to determine, you know, which programs best suits my needs. And what is it that I - that the program or grants that I really need to get to help my sustainability efforts.

So this idea of creating this clearinghouse seems to be key. And the first thing we're trying to do right now, is merely get a cataloging of all the programs out there across the federal government that supports sustainable manufacturing practices. Now, we've started collecting all these programs, and we're going to start - we're going to post them as we get them online, on sustainable manufacturing initiative Web site, which I mentioned at the beginning today. And you can actually go on there now and you can see the current listing of programs that we have.

Again, not a definitive list and it's not a final product. We're envisioning the final product to be user-friendly, and in other words, when a producer or manufacturer goes online, they can answer a series of questions, what industry are they in? What is their goal in regards to sustainable manufacturing practices? Are they looking for grants, programs, partnering opportunities? What are they looking for? And by answering those questions we'll point them to the right set of programs. It doesn't matter which agencies those programs are at, the right set of programs for our domestic producers and manufacturers.

I hope to have, by the end of this summer, a complete cataloging of all those programs online. Now, the actual software development and design of the final clearinghouse may take some additional time. So I think, though, by the end of the summer you'll have a good idea of all the programs that are out there and available for you all in regards to your sustainable manufacturing efforts.

The other item that the subgroup on sustainable manufacturing is implementing is this idea of regional tours to promote sustainable manufacturing. This is something else that our participants are really excited about in the conference back in 2007. And essentially what we were hearing was there was some concerns from the private sector over the lack of visibility of - that sustainable manufacturing receives nationwide and the lack of information that some manufacturers possess in this field, especially, small and medium-size manufacturers.

So really in order to continue spreading the awareness of this initiative and of sustainable manufacturing benefits, NAF is currently planning the first round of regional facility tours that showcase sustainable manufacturing practices. And the idea is to try and hit, if we can, most major regions in the United States and bring along with us on these tours similar situated companies in these areas to check out firms or leaders in the areas of sustainable manufacturing. And we've got - right now we've got three cities lined up.

The first one is St. Louis and we're looking at July 28. And Assistant Secretary Sutton is really going to use this event to kick off this idea of these regional tours, and we're going to be visiting one company in St. Louis, Sunnen Manufacturing, S-U-N-N-E-N. They're a family- owned, medium-sized manufacturer in the St. Louis area and Admiral Sutton is going to have a press event. He's going to lead a tour of this manufacturing facility. Then with

the goal being - having featured larger tours and events the rest of the summer. In that regard, we've got two more lined up.

One, right now we're currently in the process of planning, but we're looking at September 3rd in Grand Rapids, Michigan. And I don't have an agenda for you yet or companies lined up, but essentially it's going to follow a template where we're going to go four or five companies throughout the course of the day, all in that area in Western Michigan, and bring again similarly size manufacturers and companies in the area along on this tour, and check out what some of the leaders in Western Michigan are doing in regards to sustainable manufacturing.

And the third event that we have planned is September 23rd in Rochester, New York. And again, same template, four or five companies, Assistant Secretary Sutton is going to lead a tour of these companies and we hope to have wide participation in each of these cities in regions as we continue planning these tours in the future.

The last item on the subgroup's agenda for now is the creation of voluntary metrics for sustainable manufacturing. We heard a lot at the conference this - just this lack of metrics out there or there were metrics out there but they weren't necessarily comparable and they weren't helpful to firms of different sizes or firms that were operating in different countries, etc.

So one idea that the Department of Commerce had was to propose to the organization of Economic Corporation and Development that the OECD take on a study on sustainable manufacturing; and that way we can better pool our resources with other developed countries, and because we knew that we are a global leader in the areas of sustainable manufacturing, we could also showcase some of the efforts that were going on in the United States. So this

Commerce US driven study and proposal has been accepted by the OECD and they're currently doing a scoping exercise of this voluntary study on metrics versus sustainable manufacturing.

And I think I've hit the highlights of our sustainable manufacturing initiative, but again, I want to stress the importance of visiting our Web site and definitely signing up on our email list serve; because as we publish federal register notices, send out press releases, plan large events, they'll be automatically updated on those things through the Web site. So with that I turn it over to Woody.

Woody Sutton: Yeah, I - Fred I've got one little fun script to map discussion, and again, the question is, so what does the Manufacturing Council have to do with our sustainable manufacturing initiative? And of course, the subgroup of your Council is sustainable manufacturing initiative working group will be the Board of Directors of our efforts here in this initiative. And one of the items that Matt mentioned concerning the OECD sculpting exercise will be held in Rochester on, as a matter of fact, September the 23rd.

So we were trying to get confluence of events there so that you all could have a meeting in conjunction with that one, not unlike what we're doing with the 2040 working group on July 23. And so that's our proposal and what we would - we envision as your Council's role in that initiative.

Back to you, Fred.

Fred Keller: Thanks very much, Woody. So it sounds like we would want to have a - perhaps be prepared to present a paper at that 23rd meeting in Rochester.

Fred Keller: That would be great. So as soon as we get the Chairman approved for the Sustainable Manufacturing Working Group we could get...

Woody Sutton: We could probably get the meetings going, yes.

I'm looking at Kate right now; she says she's working on it.

Fred Keller: Oh, yeah. Okay. So that will be a good target for us to aim at. Any other comments from the Council?

Jim McGregor: Fred, McGregor again. On these tours I hope we're going to have some of the government officials on these tours, not only manufacturers, but members from the government sector.

Matt Howard: Yes, that's correct. And we're planning on having a mix of members from HQ in Washington as well as members of our US export assistance centers or NIST manufacturing centers partnerships or even SBA representatives in the various localities as well. So we're going to have a good mix, I think, of people on these tours.

Fred Keller: I can tell you, the two representatives we had at our meeting here in Grand Rapids when we mentioned the possibility of this kind of a thing, they were all over, wanting to be there, so I'm sure we'll have them.

Any other comments? I'm hearing none. That really concludes our business for today. Any other final comments Assistant Secretary Sutton?

Woody Sutton: Thanks, Fred. In terms of upcoming events, I want to highlight a couple of items for you. Number 1, in line with what we do with our other Council meetings, we're going to institute for the Manufacturing Council a monthly

staff representative administrative call. And this will be to enable someone who you designate - each of you designates as a staff representative to stay in touch with all the activities and help on communications.

So please be sure and designate your representative to our Executive Secretary here which is Kate Worthington Sigler, her number is (202) 482-1369. And those will - I think it'll help us with communication and getting this information out to you and prepping for our formal meetings and what have you. We've been very successful with the President's Export Council and the Travel Tourism Advisory Board with these staff shadow organizations and it really helps in communication.

Next, you've heard the date of July 23 pop-up. We are targeting that day for a full Council meeting here in Washington. Kind of envision it as a full day for the Manufacturing Board of Directors where we would have an opening preliminary session in the morning here at Commerce, and then we would move to two breakout sessions. One group would - your manufacturing - your 2040 Working Group would participate in our 2040 Working Group meeting. Your Sustainable Manufacturing Group would breakout and do a sustainable manufacturing event here with Matt.

Then we would have working lunches for those two groups, then we would reconvene and give you all some private time because I know we're going to tie you down for a whole day, so we want to give you some time in the middle of the day to do your own business, get caught up with emails, make phone calls and what have you. And then we would come back together for a full public manufacturing Council meeting with a published agenda that afternoon, probably from around 2:00 to 4:00 and really highlight the activities that we're into.

So it'd be a full day here in Washington, so please put that on your calendar and try to fit it in your schedule, if you can. Obviously, we'll be able to conference in those who aren't here, if you can call in during the various pieces of the meeting, but really I'd like to have a face-to-face for you all and - on the 23rd of July.

And then on the ease of remembrance, also put in the 23rd of September in your calendars because that is sustainable manufacturing activity up in Rochester, New York. And we're planning on - if we can fit the Chairman's schedule here - Fred, if you can make it, we'd like to have a full meeting of the Council in Rochester. We're working on the possibilities of that right now, but if you will pencil that date in...

Fred Keller: Yep.

Woody Sutton: ...we'll try to have a meeting on that date.

Fred Keller: Perfect. We got a lot of activities planned here, stepping it up here as we end this calendar year. I appreciate the activity. Okay. Thanks, Woody, anything else?

Woody Sutton: And just one last item and I understand the need for us to make sure that our issues concerning the future of manufacturing are up and visible. And as we move through the remaining days of the administration here we're - I'm designing - we here at Commerce are trying to build these various functions and projects and missions, not only so that they will sustain onto into the next administration, but also so that the - our career civilians within the Manufacturing and Services Department here at Commerce have the ownership of them under your guidance as a oversight and board, so that we

will, you know, we can build on these successes and keep them on moving into the next administration.

And that concludes.

Fred Keller: Real good advice and real good thoughts, Woody. I appreciate that very much.

Any other comments from the Council members before we adjourn?

Is there a motion to adjourn?

Kellie Johnson: I motion.

Della Williams: So moved.

Fred Keller: Is there support? Support for adjourning.

Della Williams: Second.

Jim McGregor: Yeah.

Fred Keller: All those in favor, signify by saying "aye."

Man: Aye.

Man: Aye.

Man: Aye.

Fred Keller: All right. Our next time together will be the 23rd, is that right? And - but we will also be notifying you by email of the chairs of these two groups as soon

as they're are approved and that those chairs should feel free, obligated to call your groups together and by - probably by conference call or whatever just to get started on some ideas for the next time we get together.

Woman: Okay.

Fred Keller: Thanks so much. Take care.

Woman: Bye-bye.

Man: Thank you.

Woody Sutton: Okay. Thank you all. Bye-bye.

Fred Keller: Bye.

END